

CONSTRUCTION OUTREACH PLAN

Communications

- 24-Hour, 7 day per week project hotline 602-534-1807 (live voice)
- Valley Metro Rail project web-site information posting, e-mail responses and recent photos of construction progress
- Published cellular phone numbers for the Valley Metro Rail Public Involvement staff
- Street closure notification via project web site, broadcast e-mails and flyers distributed by the line section area coordinators
- Periodic construction update meetings
- Use of a Community Advisory Board (CAB) for each light rail construction line section, composed of business and civic leaders from that line section, to provide input to Valley Metro Rail on contractor community relations to be used as a measure for contractor performance

Operations

- Courtesy and traffic guide signage
- Traffic circulation plan for all line sections that maintains access to buildings
- Access information on web-site

Marketing Assistance

- Business promotions, including a light rail discount card and directory of businesses along the route
- Valley Metro Rail will encourage contractors and staff to patronize businesses along rail alignment
- Work with business associations to help promote businesses
- Prepare booklet and conduct forums on ways to maintain business operations during light rail construction
- Bring in business owners who have experienced light rail construction in other cities via local sponsorships

Staffing

- Light rail construction-phase outreach staffing:
 - Five full-time Public Involvement Area Coordinators (one assigned to each line section) to serve as first point of contact for stakeholders
 - Full-time Public Involvement Manager and project coordinator
 - One Business Outreach Specialist/Business Courtesy Sign Coordinator
 - Light Rail Project Construction Engineer (Resident Engineer) & field staff
 - Safety Engineer and assistant
- Contractor's staff for each line section:
 - Project Manager / Superintendent and field staff
 - Safety Officer
 - Quality Control Manager
- Transit operations staff (responsible for bus rerouting and notification)



COMMUNITY ADVISORY BOARD PROGRAM

A key component of Valley Metro Rail's Construction Outreach Plan for the METRO Light Rail Transit Project is the formation of citizen boards to serve as the voice of the community during light rail construction. These citizen boards will be known as Community Advisory Boards (CABs) and will be composed of residents and business representatives from the community adjacent to the light rail route. The Project will form five CABs for the 20-mile light rail project, one to represent each of the five construction line sections (LS-1 through LS-5) shown on the following map.

Role of the Community Advisory Board Members

The role of each CAB member during light rail construction will be to serve as a voice for the community between the Project and the group of residential and business stakeholders they represent from their particular line section. While construction is ongoing in their area, the CAB member will be required to participate in monthly construction review meetings for their line section (see map below), organized and facilitated by their Public Involvement Area Coordinator. The meeting will also include the Project's managing construction engineer, known as the Resident Engineer, VMR's Project Engineer and the Construction Contractor.

CAB members will participate in contractor evaluation meetings, during which a discussion will occur with the Resident Engineer, Project Engineer and the Contractor about the activities, incidences and/or situations that affected the evaluations, either positively or negatively. The Resident Engineer will be able to help members differentiate between normal construction impacts that cannot be avoided or held against the contractor and legitimate complaints. After discussion, the CAB members will finalize their evaluation and submit them to the Resident Engineer. These evaluations will be averaged at the CAB meeting, and the contractor will be provided with a monthly rating. When CAB members report legitimate complaints about unsatisfactory contractor performance, the Resident Engineer will develop a remediation plan with the contractor.

As an added incentive to ensure that the contractor is responsive to the adjacent community during light rail construction, the CAB will also have the opportunity to identify and reward contractor performance that is above and beyond what is required by the contract document. Each CAB, with Valley Metro Rail Board approval, will control a monetary incentive fund up to a set amount determined by Valley Metro Rail and the partnering cities and based on the total value of the contract in the line section. Any incentive determined by the CABs will be paid out at construction milestones and at completion of construction.



In addition to seeking input from the community with regard to the contractor's performance, each CAB member will also be asked to:

- Report to stakeholder groups on the CAB meetings they attend.
- Help identify issues related to the contractor's interaction with the community and offer input on solutions.
- Serve as a liaison between the light rail Project and the community.

Management of the CAB Program

Valley Metro Rail's Light Rail Public Involvement Manager will have primary responsibility for developing, implementing and managing the CAB program, working closely with Valley Metro Rail's Director of Design and Construction, and the appropriate city staff representatives. The Public Involvement Area Coordinator for each line section will coordinate and facilitate the monthly CAB meetings, including the taking and distribution of meeting minutes and will serve as the CABs first point of contact with Valley Metro Rail.

CAB Contractor Evaluation Report/Summary

Contractor activities will be rated on a scale. The ratings should be given on a monthly basis to coincide with each CAB meeting and while incidents and memories are fresh.

However, it is recommended that the incentive payments to the contractor be made at predetermined project milestones and based on a total of the scores accumulated from the prior period.

Each increment will be paid based on the percentage figured from the accumulated satisfaction scores.

Incentive funds not collected by the contractor will be retained by the project and will not be added to future evaluations.

CONSTRUCTION SIGNAGE PROGRAM

Scope

The Valley Metro Rail Construction Signage Program is one of several tools offered through the Construction Outreach Plan. This program is aimed at assisting businesses during construction through the production of traffic guide signage, courtesy signage and banners. These signs and banners will be used to direct both vehicular and pedestrian traffic to the nearly 3,500 businesses along the 20-mile light rail line.

There will be two types of signs made available to the impacted businesses: traffic guide signs and courtesy signs. The traffic guide signs are used to direct vehicular and pedestrian traffic to the business. The metal traffic guide signs will be 24" x 36", reinforced with large metal T-stands and anchored with sandbags.

Construction contractors will provide traffic guide signs to all businesses whose access will be impacted by the light rail construction. The blue courtesy signs will also be 24" x 36" A-frame signs, but made of corrugated plastic reinforced with a metal frame.

Banners will also be made available to impacted businesses. They will be white and no larger than 24 square feet.

Signs and banners will be made available to the businesses at the beginning of construction and throughout the life of the construction project. They can be used for advertising, marketing and directional purposes. These signs are primarily to inform pedestrian and vehicular traffic information related to the business.

In an effort to provide the signage in a timely manner, the contractor will be required to deliver all courtesy signage and banners within 48 hours prior to construction. All damaged signs or banners should be reported to the Area Coordinator, the Construction Signage Coordinator or the contractor, who will make sure the vendor repairs the damaged signage or banner in a timely manner.

The courtesy signage and banners are to be used during regular hours of operation. Courtesy signs and banners will not be allowed outdoors between dusk and dawn. In addition, these signs and banners are intended to be temporary and will be collected and disposed of two (2) months prior to operation of the light rail system. At that time, all existing city signage ordinances will go back into effect.

CONSTRUCTION BUSINESS PROMOTION PROGRAM

Overview

The Construction Business Promotion Program is part of Valley Metro Rail's Construction Outreach Plan. The intent of this program is to implement cost-effective, creative tactics and strategies to draw patrons to businesses affected by light rail construction. The program includes marketing, public relations and advertising elements.

Schedule

The program will kick off prior to line section construction in early 2005 and continue through construction of the METRO 20-mile light rail line.

Elements

While the Business Promotion Program is still under development and additional features may be added, the following three elements are currently included in the program:

1. Construction Advertising Campaign

The Construction Advertising Campaign is designed to help maintain business along the construction route and draw customers to affected construction areas and businesses. The campaign is scheduled to start shortly before construction. Details of this campaign will be made available before line section construction begins.

2. Light Rail Discount Card Program

The Light Rail Discount Card Program is designed to increase patronage of businesses along the light rail route by offering users a special discount or offer they would not normally receive if they did not use the card. Participation in this program is free and businesses can determine the offer they would like to provide. Businesses can change the offer as often as they choose and can opt in the program on an annual basis, or opt out of the program at any time.

The card will be credit card sized and will be included in a brochure listing all the participating businesses along the route. The brochures will be re-printed annually, so that new participants can be listed and businesses that no longer wish to participate can be removed.

Participants in the Discount Card Program will be listed on the project's website. A printable version of the discount card and brochure will also be available on the project's website.

Participating businesses will be given a sticker to affix to their window or other location to indicate their participation in the program. Each business will also be



given a supply of brochures/cards and a display holder to place on their counter for customers to take. Light Rail Public Involvement Coordinators will be responsible for stocking and maintaining the brochure racks at participating businesses.

Valley Metro Rail will promote the discount card through media publicity, the project's website and email lists of groups that would likely be interested in receiving the discounts, such as employees and residents along and near the light rail route.

3. Light Rail Businesses Directory

Valley Metro Rail will produce a directory listing all businesses along the alignment with sections for business categories. The directory will include the address and telephone number for each business. The light rail business directory will also be available on the project's website.